

DAVIS COUNTY TOURISM PROFILE

County Indicator	2005	2006	2007	% Change 2006-2007	State Ranking
DEMOGRAPHIC					
Population	278,278	286,547	296,029	3.3%	3
Total Non-Ag Employment	95,864	100,542	103,686	3.1%	3
Non-Ag Avg Monthly Wage	\$2,713	\$2,849	\$2,903	1.9%	7
Per Capita Income	\$29,357	\$30,493	\$31,483	3.2%	4
Unemployment Rate	4.1%	2.9%	2.6%	-10.3%	13
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)	\$431.1	\$441.2	\$511.4	15.9%	4
Travel & Tourism Related Employment	9,178	9,426	9,557	1.4%	3
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending	\$15.6	\$16.1	\$16.0	-0.6%	3
Transient Room Tax	\$519.9	\$623.3	\$947.3	52.0%	7
Restaurant Tax	\$2,202.4	\$2,459.7	\$2,712.4	10.3%	3
Car Rental Tax	\$311.7	\$344.9	\$399.6	15.9%	3
Gross Taxable Retail Sales (millions)	\$3,262.0	\$3,723.5	\$3,986.2	7.1%	3
REGIONAL VISITATION COUNTS					
S.L. Airport Passengers	22,237,936	21,557,646	22,045,233	2.3%	
Lagoon Amusement Park	1,000,000	1,200,000	1,400,000	16.7%	
Willard Bay S.P.	244,049	325,933	192,224	-41.0%	
This Is The Place Heritage Park	355,600	88,500		-100.0%	
Antelope Island S.P.	270,884	250,886	281,266	12.1%	
Great Salt Lake S.P.	57,966	138,763	250,478	80.5%	
East Canyon S.P.	55,904	95,543	98,010	2.6%	
Golden Spike N.H.S.	40,156	45,341	44,426	-2.0%	
Ft. Buenaventura S.P.	NA	NA	NA	NA	

* Several Counties have identical Unemployment Rates

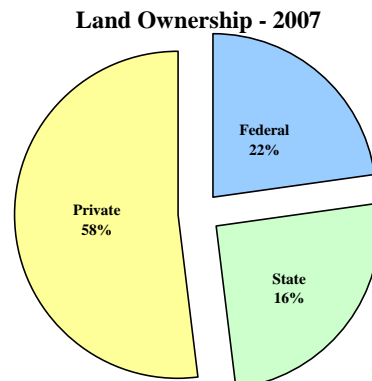
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Land Ownership - 2007	No. of Acres	% Total
Total Acres in County	173,291	100.0%
Federal Government	44,353	25.6%
BLM	330	0.2%
US Forest Service	38,193	22.0%
National Park Service	--	--
National Wildlife Service	--	--
Other •	5,830	3.4%
State Government	48,804	28.2%
Utah State Parks & Recreation	27,498	15.9%
Utah State Wildlife Reserves	321	0.2%
State Trust Lands	30	0.0%
Other ••	20,955	12.1%
American Indian	--	--
Private*	101,113	58.3%

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

*May include some local government land



Davis County Tourism Profile

